

THE MONTH'S VIEWING IN SUMMARY

MARCH 1987

Period 4 w/e 29th March 1987

Produced for BARB by AGB

HOURS OF DAILY VIEWING AND SHARE OF TOTAL VIEWING OF INDIVIDUALS

Channel	Average Daily Viewing per Head		Share of Total Viewing	
	MARCH Hrs : Mins	(FEBRUARY) (Hrs : Mins)	MARCH %	(FEBRUARY) (%)
ALL TV	3 : 52	(4 : 00)	100.0	(100.0)
BBC1 (incl. Brkfast Time)	1 : 29	(1 : 33)	38.3	(38.7)
BBC2	0 : 23	(0 : 23)	10.1	(9.5)
TOTAL BBC	1 : 52	(1 : 56)	48.4	(48.2)
ITV (Incl. TV-am)	1 : 40	(1 : 44)	43.2	(43.3)
CHANNEL 4 / S4C	0 : 20	(0 : 20)	8.4	(8.5)
TOTAL ITV	2 : 00	(2 : 04)	51.6	(51.8)

Definitions

- Average Daily Viewing per Head — the number of hrs:mins spent by individuals viewing each channel as a daily average over the population.
- Share of Total Viewing — the percentage of total TV viewing time accounted for by each channel is the viewing times in (i) above percentaged on the total.

The population in each case is all individuals aged four and over in UK private households containing a TV set in working order.

Share of Total Viewing by ITV Region

	ITV		CHANNEL 4 / S4C		BBC1		BBC2	
	MAR	(FEB)	MAR	(FEB)	MAR	(FEB)	MAR	(FEB)
	%	(%)	%	(%)	%	(%)	%	(%)
LONDON	42.0	(42.4)	7.6	(7.7)	40.0	(40.2)	10.4	(9.8)
ISLANDS (E & W)	44.2	(44.7)	8.3	(8.2)	37.9	(37.8)	9.7	(9.3)
NORTH WEST	43.4	(43.0)	8.0	(8.4)	38.7	(39.1)	9.9	(9.5)
YORKSHIRE	44.5	(44.3)	8.9	(8.8)	37.0	(38.6)	9.6	(8.3)
C. SCOTLAND	42.5	(41.3)	10.2	(10.5)	37.6	(38.0)	9.7	(10.2)
WALES & THE WEST	45.5	(46.6)	6.7	(6.8)	36.9	(36.4)	10.8	(10.2)
SOUTH & S. EAST	41.0	(41.8)	7.2	(7.5)	41.0	(40.4)	10.8	(10.2)
NORTH EAST	44.2	(42.8)	8.4	(9.4)	37.9	(38.3)	9.5	(9.4)
EAST OF ENGLAND	44.3	(43.2)	6.8	(7.1)	39.0	(40.7)	9.9	(9.1)
SOUTH WEST	41.3	(41.5)	7.2	(7.1)	41.6	(42.3)	9.9	(9.1)
ULSTER	42.9	(43.0)	7.7	(7.8)	39.4	(39.9)	10.0	(9.3)
BORDER	48.2	(47.2)	8.0	(8.4)	36.0	(36.8)	7.8	(7.7)
N. SCOTLAND	45.7	(46.6)	8.4	(8.8)	37.4	(37.2)	8.4	(7.4)
NETWORK	43.2	(43.3)	8.4	(8.5)	38.3	(38.7)	10.1	(9.5)

- N.B. 1. The Network Share figures are based on all BBC viewing and all ITV viewing in the U.K. For an individual ITV region, however, the share of audience is based upon viewing to the individual ITV Channel and to the BBC regional transmitter(s) covering that ITV region.
2. The figures in brackets refer to the previous month.

TOP 50 PROGRAMMES

	Programme Title	Day & Date	Originating Programme Company	Individuals Viewing (millions)
During March, the programmes with the highest audiences were:-				
1	Eastenders	(Thu 5th Mar/Sun 8th Mar)	BBC1	25.65
2	Eastenders	(Tue 3rd Mar/Sun 8th Mar)	BBC1	25.45
3	Eastenders	(Tue 10th Mar/Sun 15th Mar)	BBC1	24.65
4	Eastenders	(Thu 12th Mar/Sun 15th Mar)	BBC1	24.50
5	Eastenders	(Thu 26th Mar/Sun 29th Mar)	BBC1	24.05
6	Eastenders	(Thu 19th Mar/Sun 22nd Mar)	BBC1	23.85
7	Eastenders	(Tue 17th Mar/Sun 22nd Mar)	BBC1	23.75
8	Eastenders	(Tue 24th Mar/Sun 29th Mar)	BBC1	23.40
9	Coronation Street	(Wed 4th Mar)	GRANADA	17.25
10	Coronation Street	(Mon 16th Mar)	GRANADA	16.75
11	Coronation Street	(Wed 18th Mar)	GRANADA	16.50
12	Coronation Street	(Mon 9th Mar)	GRANADA	16.45
13	Coronation Street	(Wed 25th Mar)	GRANADA	16.40
14	Coronation Street	(Wed 11th Mar)	GRANADA	16.25
15	Coronation Street	(Mon 2nd Mar)	GRANADA	16.10
15=	Coronation Street	(Mon 23rd Mar)	GRANADA	16.10
17	News (20:46)	(Sat 7th Mar)	ITN	15.60
18	Clive James on TV	(Sun 15th Mar)	LWT	15.10
19	Aspel and Company	(Sat 7th Mar)	LWT	14.95
20	Don't Wait Up	(Mon 2nd Mar)	BBC1	14.85
21	Surprise Surprise	(Sun 8th Mar)	LWT	14.80
21=	Dr No	(Sun 22nd Mar)	ITV	14.80
23	Antiques Roadshow	(Sun 22nd Mar)	BBC1	14.55
24	Don't Wait Up	(Mon 9th Mar)	BBC1	14.50
25	Antiques Roadshow	(Sun 15th Mar)	BBC1	14.30
26	Surprise Surprise	(Sun 15th Mar)	LWT	14.25
27	Wish You Were Here	(Mon 9th Mar/Fri 13th Mar)	THAMES	14.10
28	Blankety Blank	(Fri 13th Mar)	BBC1	14.05
28=	Bob Says Opportunity Knocks	(Sat 21st Mar)	BBC1	14.05
28=	Don't Wait Up	(Mon 23rd Mar)	BBC1	14.05
31	Bergerac	(Sat 21st Mar)	BBC1	14.00
32	Bergerac	(Sat 14th Mar)	BBC1	13.95
32=	Don't Wait Up	(Mon 16th Mar)	BBC1	13.95
34	Wish You Were Here	(Mon 2nd Mar/Fri 6th Mar)	THAMES	13.70
35	This Is Your Life	(Wed 4th Mar)	THAMES	13.50
35=	The A-Team	(Sat 7th Mar)	ITV	13.50
35=	Wish You Were Here	(Mon 23rd Mar/Fri 27th Mar)	THAMES	13.50
38	One By One	(Sat 7th Mar)	BBC1	13.25
39	Wish You Were Here	(Mon 16th Mar/Fri 20th Mar)	THAMES	13.20
39=	Bergerac	(Sat 28th Mar)	BBC1	13.20
41	Bob's Full House	(Sat 7th Mar)	BBC1	13.10
42	A Question of Sport	(Thu 5th Mar)	BBC1	13.00
43	News, Sport & Weather (21:30)	(Sun 8th Mar)	BBC1	12.95
44	One By One	(Sat 14th Mar)	BBC1	12.85
45	Bob's Full House	(Sat 14th Mar)	BBC1	12.80
45=	Bob Says Opportunity Knocks	(Sat 28th Mar)	BBC1	12.80
47	Antiques Roadshow	(Sun 8th Mar)	BBC1	12.65
47=	The A-Team	(Sat 14th Mar)	ITV	12.65
47=	This Is Your Life	(Wed 25th Mar)	THAMES	12.65
50	A Question of Sport	(Thu 19th Mar)	BBC1	12.60

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N.B. Individuals Viewing (millions) is the average of the audience size over the duration of the programme.